

Chuck Miller

South Central Trustee Candidate Letter

Members of American Simmental Association South Central Region,

I have been a cattleman my entire adult life, commercial cattle at first and then with the purchase of Dr. Jerry Lipsey's herd, we catapulted into the Simmental and SimAngus seedstock world (ASA # 206039). Since then, we have concentrated on building multi-generation SimAngus cattle that have lots of genetic "bells & whistles" while being physically acceptable to the commercial cattle folks who are our most important and consistent customers. Our operation has been a part of 3 different synergistic groups in Missouri, with which to sell our bulls, Professional Beef Genetics (PBG), Flying H Genetics (FHG) and New Day Genetics. Though for the last 12 years we have been part of the RA Brown program in Throckmorton, Texas.

I attended Salem High School in Salem, Mo. Then went on to the University of Missouri where I received a B.S. in Animal Science then finished a Master's Degree in Agricultural Education. I consider the Livestock Judging Program under Dr. Jerry Lipsey to be very pivotal in my life. Not only did I learn that physical traits and EPD's are intertwined, but the relationships that began in that program have continued into long term personal and business relationships yet today.

My "day job" for 27 ½ years was as an FFA Advisor in the Houston, Mo. and Columbia, Mo. school systems, where we pursued largely Animal Science and Agricultural Mechanics curriculums with many nationally competitive FFA Teams, along with serious show strings competing at local, state and a few national livestock events. The experiences garnered as an Agricultural Educator are paramount to shaping my vision for the future and how education will play a huge part. In addition, for the last two decades, I have judged many regional and county fairs in the state of Missouri. I have also served as a competition judge at two ASA National Classics and my own children participated in the first ASA Steer Profitability Competition and have enrolled 6 steers for the SPC again this year.

Our ranch's commitment to the American Simmental Association is deeply seeded, and our entire cowherd has been DNA 50K tested. We are serious about the Performance Advocate Program and have had perfect scores in that program for the last several seasons. We believe in Total Herd Enrollment and have always reported each and every calf born. Our spring and fall calving herds are among the most balanced elite herds in the nation in terms of Dollar Indexes. In "THE" herds of 50 or more cows, we rank 4<sup>th</sup> for All Purpose Index, or API, and 3<sup>rd</sup> for Terminal Index, or TI. We truly believe that the integrity of our data is paramount to the success of our program and that of our customers' programs. Like ASA, we believe in a scientific approach. We have been involved in many research projects over the last two decades and currently are involved with a "hair shedding" study between ASA and the University of Missouri. I have traveled to the last two Fall Focus meetings in Bozeman and Bismarck in hopes to stay current on the innerworkings of ASA, to come to know the current ASA Trustees and to network with industry leaders and ASA employees.

As Region 2 Vice President for the Missouri Cattlemen's Association, I am able to travel to Cattlemen's meetings around my region and hear the praises and concerns expressed by folks in our state. I am then able to better communicate with our state Cattlemen's Board of Directors with an acute understanding of what our members need or want. Staying in touch with our entire membership is critical to success. For many years, my daily schedule did not allow me to serve the beef industry in a state or nationwide capacity, yet now that I am ranching full time, I am able to rededicate my time and invest it to the betterment of the beef industry.

The American Simmental Association is uniquely positioned for vast growth in the near future, as we look to the utilization of BOLT technology to sink a deeper foundation into the beef industry for the many economically relevant traits for which Simmental cattle are known. New programs like the Feeder Calf Profit Calculator will further distinguish the real value of SimGenetics within the industry and the distinguished field staff assembled by ASA lends more credence and value to building relationships within the beef industry. I truly believe in the power of education and have invested many years of service to back that up. I see ASA Youth Programs and all ASA Educational Programs as paramount to the continued success of ASA's future.

Eighteen years ago, we traveled in Texas looking for heat tolerant genetics to make our own heat tolerant composite herd. We settled upon using Simbrah Genetics from the late Sally Buxkemper with Simbrah and Senegus Genetics from Rob Brown at the RA Brown Ranch. In doing so, we made multi-breed composites that really fit our environment. While we no longer do this because of marketing challenges, we really value the knowledge that we learned from Sally Buxkemper and Rob Brown. All SimGenetics have value to our industry and I really see tremendous opportunity for profit-focused, commercially relevant SimGenetics to be utilized.

The ASA Board selected me as one of the two nominees for the South Central Trustee position. I am humbled, to say the least. However, I feel empowered by this nomination to commit my time and efforts to serve ASA members across the nation. I humbly ask that you consider voting for me for the South Central ASA Trustee position. I look forward to helping each of you in the South Central region grow the value of your SimGenetics. I am very willing to discuss any questions or concerns that may come to your attention. Please contact me at 573-881-3589 or [ccmcattle@gmail.com](mailto:ccmcattle@gmail.com).

I am currently ranching full-time in Olean, MO with my wife Christi, daughter, Abby (15), and son, Ethan (12). I would like to thank them now for their support in my candidacy for ASA Trustee.

I have been officially endorsed for the South Central Trustee Position by several folks from across the nation, such as Dr. Jerry Lipsey, Marty Ropp, Rob and Donnell Brown, Chase Groves, Stephen Daume, Keith Moore and Tom Hook.

Thanks, and have a blessed day,

Chuck Miller